

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Tourism Promotion – Release of Advertisement to publish in the souvenir of Micro Finance Emerging Challenges conference being organized by CKM Arts & Science College, Warangal through M/s. Akshara Advertising – Publication Charges – Amount Sanctioned - Orders - Issued

YOUTH ADVANCEMENT, TOURISM & CULTURE (PMU) DEPARTMENT

G.O.Rt.No.739

Dated 18 -07 -2008

Read the following:

- 1 Govt. Lr.No.309/PMU/PRO/2008, YAT&C (PMU) Department. dt. 01.02.2008
- 2 G.O.Rt. No.2248, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 3 G.O.Rt. No.2249, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 4 G.O.Rt. No. 2250, Finance (Expr. GAD-II) Dept., Dt.22.04.2008.
- 5 Bill No. S/00408, dt.17.04.2008, of M/s. Akshara Advertising (P) Ltd.,

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ORDER:

To promote Tourism destinations of Andhra Pradesh state, the Tourism and Culture Department has been releasing advertisements to publish in various Magazines on regular basis, as part of promotional initiatives. As a follow up of these initiatives, this Department has released an advertisement to publish in the souvenir of Micro Finance Emerging Challenges conference being organized by CKM Arts & Science College, Warangal through M/s. Akshara Advertising, which is one of the empanelled Advertising agencies of A.P. Tourism. After publication of the advertisement, the advertising agency has submitted a bill amounting to Rs.20,371/- including service Tax as Agency Commission, for arranging payment.

2. After careful examination of the matter, the Government hereby accord sanction for an amount of Rs.20,000/- (Rupees Twenty thousand only) towards publication of the advertisement in the souvenir of Micro Finance Emerging Challenges conference being organized by CKM Arts & Science College, Warangal through M/s. Akshara Advertising, which is inclusive of service tax.

3. The amount sanctioned at para 2 above shall be debited to the following Head of Account:

“ 3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN,GH 11- Normal State Plan SH - (12) – Advertisement for Promotion of Tourism – 260
– Advertisements, sales and publicity Expenses.

4. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at para 2 above, in favour of M/s., Akshara Advertising, after deducting Tax, payable to the Income Tax Department.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

D.LAKSHMI PARTHASARATHY
PRL. SECRETARY TO GOVERNMENT

To
M/s. Akshara Advertising,
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad

Copy to:

The YAT& C (PMU- Claims) Department.
SF/SCs

//Forwarded :: By Order//

SECTION OFFICER